

| | | | |
|--------------------------|--------------------------------|------------------------|----------------------|
| SERFF Tracking Number: | PALD-127122729 | State: | Arkansas |
| Filing Company: | Pacific Life Insurance Company | State Tracking Number: | 48477 |
| Company Tracking Number: | ESIGNATURE | | |
| TOI: | L08 Life - Other | Sub-TOI: | L08.000 Life - Other |
| Product Name: | eSignature | | |
| Project Name/Number: | eSignature/ | | |

Filing at a Glance

Company: Pacific Life Insurance Company

Product Name: eSignature

TOI: L08 Life - Other

Sub-TOI: L08.000 Life - Other

Filing Type: Form

SERFF Tr Num: PALD-127122729 State: Arkansas

SERFF Status: Closed-Accepted State Tr Num: 48477

For Informational Purposes

Co Tr Num: ESIGNATURE

State Status: Filed-Closed

Reviewer(s): Linda Bird

Author: Hong Do

Disposition Date: 04/14/2011

Date Submitted: 04/13/2011

Disposition Status: Accepted For

Informational Purposes

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: eSignature

Project Number:

Requested Filing Mode: Informational

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 04/14/2011

State Status Changed: 04/14/2011

Created By: Hong Do

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Hong Do

Filing Description:

April 13, 2011

NAIC # 00067466

FEIN # 95-1079000

Mr. John Shields

Policy Form Filings, Life

SERFF Tracking Number: PALD-127122729 State: Arkansas
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Company Tracking Number: ESIGNATURE
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: eSignature
Project Name/Number: eSignature/

Arkansas Department of Insurance
1200 W. Third Street
Little Rock, AR 72201-1904

RE: Informational Filing - Electronic Signature for Supplemental Document

Dear Mr. Shields:

We are submitting this letter to inform the state that in accordance with the electronic transactions and signatures laws, we will begin accepting electronic signature via personal or telephone interview, on the document listed below, beginning 06/01/2011. The electronic document will look identical to the hard copy document when it is printed out and attached to the policy as part of the entire contract provision. Note, a traditional wet signature will continue to be accepted on the listed document as filed and approved in your state.

This letter is being submitted to Nebraska, our state of domicile, and in all other states where Pacific Life is licensed and where such submission is required.

The document that will be affected is the A10TIA, approved on 12/29/2009.

Document will retain their original form number, because no content has changed.

If a filing fee is required, it is handled in the usual manner and any required certification forms are enclosed.

To the best of my knowledge and belief this filing complies with the laws and regulations of your state. If you would like to discuss any aspect of this filing, please feel free to contact me at (800) 800-6416, extension 8576.

Sincerely,

Hong Do
Senior Compliance Analyst

Company and Contact

Filing Contact Information

Hong Do,
45 Enterprise Drive
Aliso Viejo, CA 92656

thuhong.do@pacificlife.com
949-420-8576 [Phone]

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Filing Company Information

| | | |
|--------------------------------|-------------------------|-----------------------------|
| Pacific Life Insurance Company | CoCode: 67466 | State of Domicile: Nebraska |
| 45 Enterprise Drive | Group Code: 709 | Company Type: |
| Aliso Viejo, CA 92656 | Group Name: | State ID Number: |
| (949) 420-7080 ext. [Phone] | FEIN Number: 95-1079000 | |

Filing Fees

| | |
|------------------|---------|
| Fee Required? | Yes |
| Fee Amount: | \$50.00 |
| Retaliatory? | No |
| Fee Explanation: | |
| Per Company: | No |

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|--------------------------------|---------|----------------|---------------|
| Pacific Life Insurance Company | \$50.00 | 04/13/2011 | 46537215 |

| | | | |
|---------------------------------|---------------------------------------|-------------------------------|-----------------------------|
| <i>SERFF Tracking Number:</i> | <i>PALD-127122729</i> | <i>State:</i> | <i>Arkansas</i> |
| <i>Filing Company:</i> | <i>Pacific Life Insurance Company</i> | <i>State Tracking Number:</i> | <i>48477</i> |
| <i>Company Tracking Number:</i> | <i>ESIGNATURE</i> | | |
| <i>TOI:</i> | <i>L08 Life - Other</i> | <i>Sub-TOI:</i> | <i>L08.000 Life - Other</i> |
| <i>Product Name:</i> | <i>eSignature</i> | | |
| <i>Project Name/Number:</i> | <i>eSignature/</i> | | |

Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--|------------|------------|----------------|
| Accepted For Linda Bird Informational Purposes | | 04/14/2011 | 04/14/2011 |

SERFF Tracking Number: *PALD-127122729*

State: *Arkansas*

Filing Company: *Pacific Life Insurance Company*

State Tracking Number: *48477*

Company Tracking Number: *ESIGNATURE*

TOI: *L08 Life - Other*

Sub-TOI: *L08.000 Life - Other*

Product Name: *eSignature*

Project Name/Number: *eSignature/*

Disposition

Disposition Date: 04/14/2011

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

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| Project Name/Number: | eSignature/ | | |

| Schedule | Schedule Item | Schedule Item Status | Public Access |
|---------------------|----------------------|----------------------|---------------|
| Supporting Document | Flesch Certification | | No |
| Supporting Document | Application | | No |